

Contents

Preface	ix
1 Turbulent Times for Survey Methodology	1
2 The Tailored Design Method	15
3 Coverage and Sampling	41
4 The Basics of Crafting Good Questions	65
5 Constructing Open- and Closed-Ended Questions	107
6 From Questions to a Questionnaire	151
7 Implementation Procedures	234
8 When More than One Survey Mode Is Needed	300
9 Longitudinal and Internet Panel Surveys	331
10 Customer Feedback Surveys and Alternative Delivery Technologies	353
11 Effects of Sponsorship and the Data Collection Organization	381
12 Surveying Businesses and Other Establishments	402
13 Coping with Uncertainty	440
References	458
Index	477

